

**TRANSIT SERVICES ADVISORY COMMITTEE**  
**Meeting Summary**  
**Thursday January 11, 2018**

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**PRESENT:** Walter Horstman, Matthews  
Chris Maloy, Charlotte  
Joshua Niday, Charlotte  
Sherri Thompson, Charlotte  
Gregory Hardee, Charlotte  
Terry Lansdell, Charlotte  
Kalan Pegg, Van Pool  
Daniel MacRae, Charlotte  
Scott Jernigan, Charlotte  
Lou Raymond, Cornelius

**STAFF:** Duretta Weicken, Pamela White, Brian Horton, Reggie Arrington, Harold Allen,  
Larry Kopf, Celia Gray, Olaf Kinard, Ken Chapman, Blanche Sherman

***Meeting Time 4:00-5:30 PM***

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**I. Call to Order and Approval of the December Meeting Summary**

Chairman Chris Maloy called the meeting to order at 4:00 p.m., the December meeting summary was approved as written.

**II. Public Comment on Agenda Items:**

**No one from the public was present to comment**

With recent CATS staff changes Mr. Kopf asked the newly add staff members to introduce themselves. Ms. Blanche Sherman Chief Finance Officer coming from Orlando Florida, Mr. Ken Chapman Interim Manager of Safety & Security and Mr. Harold Allen CATS BOD Manager of Maintenance taking Mr. Reggie Arrington's position when Mr. Arrington was promoted to Assistant General Manager of BOD.

**III. Information Items**

**A. NCPTA Info**

Mr. David Rhew North Carolina Public Transit Association (NCPTA) Executive director spoke to the committee saying the North Carolina Public Transportation Association

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(NCPTA) is a private, nonprofit organization that was incorporated in January 1983. With a vision of “Excellence in Public Transportation,” the Association’s mission is “Supporting our members and the public they serve through advocacy, education, and collaboration.” NCPTA represents public transportation providers in all 100 counties. This diverse group of System Members comprises large urban transit systems operating light rail vehicles and large buses to the smallest rural transit systems in North Carolina operating just a few vans. NCPTA believes, regardless of size, the public transportation service provided is an integral part of the overall transportation infrastructure in those communities served is vital to maintaining the economic mobility, freedom of travel, and quality of life for the citizens and visitors alike.

Mr. Jernigan asked what initiatives NCPTA has addressed in the past six months. Mr. Rhew stated (1) Building relationships (2) Providing value to each business member (3) To do a good job to enhance transit advocacy (4) To have a workforce pipeline for the Transit System (5) Being inclusive & strong as an association. Mr. Kopf stated the big part that the association does is advocacy by pulling our voices together. Mr. Jernigan asked if some legislation could be advocated to increase penalties for offenses on drivers and bad behavior on systems. Mr. Rhew stated the association is looking across the board on how we can have security for our riders.

Mr. Lansdell reminded that transit systems wanted to be sure that legislators don’t vote to reduce the transit funds for projects going forward. Mr. Rhew stated it does depend on the legislators as we help them understand the funds for transit help economic development as well.

## **B. First Mile Last Mile**

Mr. Olaf Kinard spoke to the committee about the First Mile Last Mile pilot program. Saying that bus service cannot go into every neighborhood so this limits customers the ability to get to jobs, medical and other appointments. Using a Transportation Network Companies (TNC) like Uber would provide greater access and mobility, lower costs of running a bus all day and would be more responsive to customer’s travel needs. CATS’ is partnering with a TNC and Passport, the company that developed CATS mobile payment app with a considered pilot program within a geo fenced area from each rail station. CATS will launch this pilot for the opening of the BLE. The next steps will be to finalize subsidy and number of rides per month and general public, solidify ADA complementary service, finish marketing material and finalize contracts then test the pilot.

Mr. Horstman stated there are Uber pools that could move a lot more people with a lot fewer funds. Mr. Kinard stated if CATS can do that and can pick up multiple people going to the same location the Federal Government could make that program eligible for federal funding.

Mr. Maloy asked if CATS would be able to get data from the TNC ride shares for the first mile last mile program. Mr. Kinard stated the TNC will only give out just some much data. But CATS may be able to purchase travel pattern data from other sources.

Mr. Lansdell asked if there were spaces for pickup at the rail stations that could be shared and would the costs of the pilot program be embedded in the marketing budget. Mr. Kinard stated it would not show up in a specific line item but would show in the general operations budget.

Mr. Cosentine asked if there are signs for a designated pull over area.at the rail stations for the pick-ups. Mr. Kinard stated yes there are pick-up areas.

Mr. Maloy stated launching with the BLE is an exciting opportunity for riders.

### **C. Ridership Trends**

Current demographic and economic trends in high-growth Charlotte should favor growing ridership, but other factors appear to be holding back growth. APTA's Policy Research Team has identified four major factors causing public transportation ridership declines nationally: 1) erosion of time competitiveness, 2) reduced customer affinity, 3) erosion of cost-competitiveness, and 4) external policy factors. Mr. Larry Kopf, Ms. Pamela White, and Mr. Brian Horton shared these factors and the steps CATS may then look at taking to positively impact ridership. Recommended adaptations included 1) dedicated lanes, seamless payment, route directness, 2) gamification, real-time, trip-planning, 3) smart cards, first-mile/last-mile, and 4) parking, affordable housing, land use planning.

Mr. Horstman stated the ten-ride pass needs some adjustments when it comes to the rail line. Mr. Kopf stated that CATS is doing a fare study and looking into that issue.

Ms. Thompson stated she had asked people why they don't ride the bus and they said because they didn't wat to carry cash or cards, so the pay app needs to be out there and running. And also felt the bus drivers needed more educated on loading and maneuvering people on the buses as there have been issues with people standing upfront when there are seats in the back. Mr. Arrington assured that CATS is working on issues with the drivers on various public issues and working on a plan to re-educate all 600 operators on how to handle them in better ways.

Mr. Lansdell asked that the transit requirements and language be used in the UDO ordinance. Mr. Horton stated not just the rail corridor but in all places.

Mr. Horstman stated if the real-time app worked properly then people would show up and ride transit.

Mr. MacRae asked if CATS had reached out to the new Council members to make upgrading the stops a requirement. Mr. Horton stated there is a sub-committee of City Council that works towards these goals as CATS does not want to be a plan as you go system but to have a unified vision between developers and all places across Charlotte.

#### **IV. Service Issues**

Mr. Jernigan stated he had concerns for the crosswalk at the Parkwood station, saying there is very limited visibility at the traffic light and crosswalk because of the curve there. And he feared motorists would not have enough time to stop if a pedestrian was in the crosswalk. Mr. Kopf stated he would get with CDOT to see what could be done.

Mr. Horstman reported an issue with bus 545 as having a transmission issue.

#### **V. Chairman's Report**

Newly elected Chairman, Mr. Maloy stated he would be attending MTC later this month and will give a report of that meeting in the February TSAC meeting. Mr. Maloy asked the committee members if they had any topics for the upcoming meetings to let him know and assured he was here to support transit as we move forward in 2018.

#### **VI. Manager of Operation Report**

Mr. Kopf told the committee that the BLE will open March 16, 2018. There will be a ceremony and then officials will ride up to UNCC. On Monday March 19<sup>th</sup> all the new bus routes will be implemented. Mr. Kopf stated he had inquired about a tour for the committee prior to revenue service but had not heard anything. He will continue to explore a tour for the committee.

***Next TSAC MEETING: THURSDAY FEBRUARY 8, 2018***